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The Impact Of Website Quality On Online Compulsive Buying Behavior: Evidence From Online Shopping Organizations Viz. Amazon, Flipkart, Myntra, Meesho

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Abstract— This study explores the factors influence on website quality and its impact on online compulsive buying behavior in the context of online shopping Organizations based on – amazon, flipkart, myntra, meesho and online impulsive buying behaviour. It also explores factors that lead to describe the quality of an online shopping website. A customer survey questionnaire was distributed to collect primary data. secondary data for the study is collected from published journals, magazines, newspapers, and different websites. Target customers are who shop from four major online shopping organizations - amazon, flipkart, myntra, and meesho, the study examines how various dimensions of website quality, such as usability, ease of use, entertainment, complementary functions, and product image quality influence compulsive buying behavior. This study follows literature study, positive worldview, and utilized contextual investigation plan. The variables that are considered from literature review and from observation as factors influencing that lead to website quality are usability, ease of use, entertainment, complementary functions, and product image quality. A Convenience sampling technique was utilized for data collection. The data was gathered by qualitative substance investigation strategy through passing questionnaire. sample consisted of 220 respondents. Data were analysed using SPSS and examined descriptive statistics, frequencies and reliability to ensure the quality of our obtained data. Factor analysis is performed to explore the underlying dimensions that explain the relationships between the multiple variables. To evaluate the connections among the research components of the study correlation, multiple linear regression, t- test and ANOVA are used. The study found that the majority of respondents were male and unmarried, with a higher frequency of employed individuals. The highest frequency of online shopping was observed in the 20-30,000 income group. Amazon and Flipkart had less anxiety and impulsive shopping, while Myntra and Meesho had balanced responses. Regression models predicted website usage and identified factors influencing online impulsive and compulsive buying behavior. Gender, marital status, age, education, and occupation did not significantly affect compulsive buying behavior. The results indicate that website quality significantly affects compulsive buying behavior, with being the most influential factors. The study provides important insights for famous online shopping organizations like amazon, flipkart, myntra and meesho to improve website quality which will help e-commerce website to increase their sales.

Index Terms— Website quality, Online Compulsive buying behaviour, Use of online shopping website - Amazon, Flipkart, Myntra, Meesho, Online Impulse buying behavior, Consumer behaviour.

I. INTRODUCTION

The advent of the internet and its widespread use has revolutionized the way people shop for goods and services. The act of buying goods and services online is known as online shopping. It is a type of electronic commerce that lets people buy and sell things from businesses and individuals without having to go to the store or shop in person. Online retailers offer a wide range of products, including clothes, electronics, home decor, toys, books, groceries, and more, for customers to choose from. Customers can shop from the comfort of their own homes or on their mobile devices when they shop online, regardless of where they are in the world. In addition, it gives customers access to exclusive deals and discounts as well as the ability to compare prices and locate the best offers. Online shopping has become increasingly popular in recent years due to its convenience, accessibility, and cost-effectiveness. Online shopping websites such as Amazon, Flipkart, Myntra, and Meesho have grown exponentially, and their influence on consumer behavior cannot be ignored. With the increasing number of online shoppers, the competition among these websites has intensified, making it imperative for online shopping organizations to focus on website quality to attract and retain customers. Online shopping has revolutionized the way consumers buy products and services, providing convenience, variety, and accessibility. With the increasing popularity of online shopping, there has been a rise in online compulsive buying behavior, which is characterized by excessive and uncontrolled buying tendencies.

Understanding consumer behavior is crucial for effective marketing strategies. It involves recognizing issues, gathering information, investigating choices, deciding on a purchase, and assessing the experience. Factors like personal views, values, social norms, marketing campaigns, product features, and environmental conditions impact customers' decisions. The S-O-R framework suggests that external stimuli can influence internal psychological processes, leading to specific behavioral responses. This complex subject involves psychology, sociology, economics, anthropology, and marketing. Marketers must analyze customer behavior data to identify patterns, forecast demand, and make informed decisions about product design, pricing, promotion, and distribution.

Impulse buying behavior is the tendency of a consumer to make impulsive and unplanned purchases without planning or considering them. This behavior can be triggered by factors like emotional response to marketing stimuli, cravings, urgency, and social cues. Retailers and marketers often use marketing strategies like in-store displays, promotional offers, and persuasive messaging to encourage impulsive purchases. Impulse buying can have both positive and negative effects, including increased retail deals and moment delight, but can also lead to excessive spending, buyer's remorse, and guilt. Factors influencing impulse buying behavior include mood, environment, product characteristics, and personal factors like personality traits, age, and income. To avoid impulsive purchases, consumers can try methods like creating a shopping list, setting a timeframe, or setting a financial plan. Additionally, practicing mindfulness and preparing a budget can help reduce the likelihood of making impulsive purchases.

Compulsive buying behavior, also known as CBD or oniomania, is a condition characterized by a strong urge to shop and purchase, often causing financial, social, and emotional problems. It can be caused by genetic predisposition, psychological, emotional, and social factors. Treatment may involve cognitive-behavioral therapy (CBT), medication, and support groups. CBT helps individuals recognize and modify negative thoughts and behaviors related to shopping, while medication treats underlying mental health conditions. To prevent or manage compulsive buying behavior, individuals should develop healthy coping mechanisms, avoid shopping triggers, seek support from friends and family, and seek professional help.

The quality of a website is crucial in shaping consumers' behavior, as it is the primary interface through which they interact with online shopping organizations. This paper investigates the impact of website quality on online compulsive buying behavior, using evidence from popular online shopping organizations like Amazon, Flipkart, Myntra, and Meesho. By analyzing various aspects of website quality such as usability, reliability, security, and content, the study seeks to provide valuable insights into how online shopping organizations can improve their website quality to reduce compulsive buying tendencies and improve the overall consumer experience.

Compulsive buying behavior, a psychological disorder characterized by an uncontrollable urge to shop, leads to excessive and unnecessary spending. The prevalence of compulsive buying has increased in recent years due to the widespread use of online shopping platforms. In the context of online shopping, compulsive buying behavior is prevalent, with consumers often engaging in impulsive and excessive buying tendencies. Factors influencing website quality include usability, ease of use, appearance, functionality, and image quality.

The effect of website quality on consumer compulsive purchasing behavior is known, and the main objective of this study is to find the impact of website quality on online compulsive purchasing behavior. The study aims to identify the factors that contribute to website quality and how they influence consumers'

behavior in the online shopping context. Additionally, the study aims to provide valuable insights into how online shopping organizations can improve their website quality to reduce compulsive buying tendencies and improve the overall consumer experience.

II. Review of Literature

A study titled "Understanding the impact of online customers' shopping experience on impulsive buying online" states: an examination of two major e-commerce platforms. It includes the following variables: online customer shopping experience, loyalty, online impulsive buying behavior, and consumer behavior on e-commerce platforms. Research system incorporate Shut finished questions utilizing a seven-point Likert scale, with 1 signifying "firmly conflict" and 7 meaning "emphatically concur," were remembered for the survey that was created and given to 1489 respondents. Factor loading, common method variance, and structural model evaluation are all utilized. The findings showed that the effect of the OCSE components on consumers' impulsive online purchases sheds light on the possibility that consumers' self-control acts as a negative moderator of the connection between their attitudinal loyalty and impulsive online shopping. The consequences of primary condition displaying recommend a good connection between's the assessed OCSE aspects and clients' web-based indiscreet buys. In addition, we find that the moderation of consumer self-control and the attitude of customer loyalty serve as mediators. **M. B. Gulfraz, M. M. Sufyan, M. Mustak, J. Salminen, and D. K. Srivastava (2022).**

A research project titled "The impact of website quality on online compulsive buying behavior: evidence from online shopping organizations" by **Rahman, M. F., and Hossain, M. S. (2023)** looked at things like website quality, buying habits, using a credit card, buying on impulse, and consumer behavior. An exploration model was used by the authors to examine the relationships between the review's components in light of the solution. The authors used an online survey form to collect primary data from 350 social media users for this study. The structural research model and the data were analyzed using a covariance-based structural equation modeling approach. The quality of online shopping websites has a positive impact on consumers' UCC and OIBB, which in turn has a positive impact on their OCBB. Our examination uncovered that when joined, all parts of site quality can significantly affect UCC, OIBB, and OCBB. Aspects of website quality, such as usability, ease of use, entertainment, and complementary functions, also have an impact on customers' OIBB (impulsive purchases) and UCC (the latent construct that describes customers' "less anxious, more impulsive behavior, debt worries, desire to keep more credit cards and paying the least amount on credit card bills while shopping"). We also mentioned that UCC has an effect on OIBB. To wrap things up, both UCC and OIBB significantly affected OCBB, exhibiting that clients are disappointed with their current buys, need to purchase new things regularly, and need to discard things they won't utilize.

A study titled "Analysis of Factors Influencing Impulse Buying Behavior toward e-Tailing Sites" was conducted in 2021 by **Karim, M. W., M. A. M. Chowdhury, M. A. M. Al Masud, and M. Arifuzzaman. u**tilizing variables such as impulse buying, e-tailer, consumer behavior, Internet marketing, S-O-R framework, and PLS-SEM. Twenty-three of the five variables' items were given a five-point Likert scale, with 1 representing strong disagreement and 5 representing strong agreement. To test the hypotheses, five dimensions were evaluated, including website stimulation, marketing stimulus, product diversity, subjective enjoyment, and impulsive purchasing behavior. The survey data were evaluated using structured equation modelling with partial least squares (PLS-SEM). Although there is an indirect correlation between website stimulation and online impulsive purchase behavior, the findings demonstrate that there is not a significant positive correlation. Discoveries showed that felt satisfaction was a significant indicator of online hasty buy conduct, and that apparent delight was well impacted by site excitement, showcasing boost, and item variety. It was suggested to the online e-tailers that they improve their connections with customers by providing valuable goods and services through online channels.

Handayani, N. S., and Rahyuda, K. conducted a study in 2020 titled "Website Quality Affects Online Impulse Buying Behavior (OIBB): A Study on Tokopedia E-Commerce: Moderating Effects of Sales Promotion and Digital Wallet Use Factors incorporate Site Quality, Deals Advancement, Computerized Wallet Use, Online Drive Purchasing Conduct. Clients who have caused indiscreet buys on the Tokopedia site inside the previous month to comprise the number of inhabitants in this review. The sample size was 150 Denpasar residents who were subjected to a purposeful examination method. The results were distributed through a poll with Google Structure-modified measures. Moderated regression analysis will be used to analyze the data. The discoveries exhibited a synchronous effect of computerized wallet use, deals advancement, and site quality on OIBB. OIBB is only marginally affected by sales promotion, despite the fact that other components experience significant and positive effects. Using digital wallets and sales promotions can also moderate and strengthen the connection between OIBB and quality of websites.

According to a study titled "Moderating effects of sales promotion and credit card use: How website quality affects online impulse buying." took into account things like sales promotions, credit card usage, online buying habits, and the quality of the website. Methodology: A personal and online poll was taken by 1,161 online customers from China's three largest cities, Beijing, Shanghai, and Nanjing. Utilizing a random sample for data collection. The data were examined using confirmation factor analysis, validity and reliability testing, structural equation modeling, and other techniques. There were three important findings: First, OIBB benefits from the high quality of the website; second, the deals advancement essentially affects OIBB and fills in as a strong mediator on the connection between site quality and online motivation purchasing; Thirdly, making use of a credit card strengthens the connection between website quality and online impulse buying and has a positive effect on online impulse purchases. **Akram, U., Hui, P., M. Kaleem Khan, Y. Tanveer, K. Mehmood, and W. Ahmad. (2018)**

According to a 2017 study titled "The Art of Appeal in Electronic Commerce:" by **Liu, F., Xiao, B., Lim, E. T., and Tan, C. W. Figuring** out the Effect of Item and Site Quality on Web-based Buys" factors are Flagging hypothesis, Internet business, data unevenness, item request, site advance. A survey method was used to verify the research model. With the assistance of a marketing research company, we recruited 423 people. A final sample of 293 valid data points for analysis is taken into consideration through invitation emails. Descriptive statistics, factor analysis, SmartPLS 2.0.M3, and PLS analysis are utilized. Website appeal partially mediated the positive effect of product appeal on consumers' intent to purchase. Directly, trust in online business locations increases buy intention, but it also strengthens the positive connection between site allure and buy intention while weakening the positive connection between product allure and buy intention. While diagnosticity and legitimacy are laid out as sure precursors of item advance, administration content quality, search conveyance quality, and pleasure are affirmed as certain forerunners of site bid.

A study on “Recommendation quality, transparency, and website quality for trust-building in recommendation agents” include variables like Empirical study Recommendation agents Survey research Transparency Trust Website quality. In order to test our examination hypotheses, we directed a lab review with 150 participants. Most of them had recently utilized internet shopping stages and were between the ages of 23 and 35. the comprehensive data on the students selected through convenience sampling. SmartPLS, fractional least squares (PLS), underlying condition displaying (SEM), dependability and legitimacy for examination. According to the findings, consumers place equal importance on transparency and recommendation quality when it comes to establishing trust, and overall site quality plays a role in this process. According to the findings, focusing solely on the quality of recommendations may not be sufficient, and when several trust-building factors are taken into account, higher levels of acceptance of recommendations can be achieved. Since trust was affected by website quality in both instances, we conclude that all of the factors we considered are relevant, but their relative importance seems to vary by application or domain. The research further demonstrates the significance of trust as a tool for influencing online customers' behavioral intentions because of its strong influence on purchase intentions. **Nilashi, M., Jannach, D., bin Ibrahim, O., Esfahani, M. D., & Ahmadi, H. (2016).**

According to a study titled "The Impact of Character Attributes on Customer Incautious Purchasing Conduct" by **Gangai, D., Nath, K., and R. Agrawal (2016)**, the following factors influence purchasing behavior: character traits, consumer behavior, impulsiveness, local state, and mindset. From the sample, the researchers selected 60 men and 60 women at random. In the NCR and Delhi regions, information was assembled. The information were dissected utilizing measurable strategies like the "t" Test and applications like relationship. Psychoticism, or rash buying conduct, was viewed as fundamentally connected with normal character attributes in all kinds of people. Orientation has a significant impact on rash buy conduct differences. The man was more inclined to hasty buys than the ladies.

A study on “Website attributes in urging online impulse purchase: An empirical investigation on consumer perceptions” include variables like Impulse purchase, Group shopping, Group buying, Instant gratification, Normative evaluation, Impulsiveness, Visual appeal. A survey has been created to gather information for assessing the research model. Each question was scored on a seven-point Likert scale, from strongly disagree (1) to strongly agree (7). Technologies for structural equation modelling are used to assess the research model based on a survey questionnaire. The results show that personality factors of instant gratification, normative evaluation and impulsiveness are key determinants of urge to buy impulsively, while perceived website cues of visual appeal, website ease of use and product availability are important precursors. Through combining marketing and IS wisdom, a number of new insights are offered which enrich our understanding on the determinants of online impulse purchase decision as well as on how a proper IS design alters consumer shopping experience to engender more online impulse purchase. **(Liu, Y., Li, H., & Hu, F. 2013).**

A study titled "Measuring the quality of governmental websites in a controlled versus an online setting with the “Website Evaluation Questionnaire" was conducted in 2012 and included variables such as Governmental

websites Usability Questionnaires Website Quality Multidimensionality. The entire online sample included 1360 people. This was examined for measurement invariance using a multiple group confirmatory factor analysis. The online data and the laboratory models were compared using standardized residuals. Using this model, the residuals can be compared on the "standard scale." Besides, we assessed the responsiveness of the WEQ for contrasts between destinations, using a uni-variate general straight model (ANOVA). The unique exercises of online clients on the site and the less mindful way where these clients finished the poll are two potential clarifications for this outcome. We urge to relate online audit evaluations even more unequivocally to the certified approach to acting of webpage clients, for example, by consolidating server log data in the assessment. **(Elling, S., Lentz, L., de Jong, M., & Van den Bergh, H. 2012).**

Online Impulse Buying: A Study Utilizing variables related to consumer behavior, electronic commerce, environmental psychology, the human-computer interface, impulse buying, and website quality, "Understanding the Interplay Between Consumer Impulsiveness and Website Quality" was carried out. By **Wells, J. D., Parboteeah, V., and Valacich, J. S. (2011).** Study 1: The overview technique was utilized, and 223 college understudies from a basic data frameworks class at a huge American college took part in the review. used a nine-point Likert scale for everything and made adjustments to all actions based on approved scales. For construct validation and hypothesis testing, it makes use of structural equation modeling (SEM), specifically PLS-Graph 3.0, and it includes descriptive statistics for the continuous variables. Study 2: The survey-based study included 84 undergraduate students from an introductory information systems class at a large American university. We asked participants to complete a survey to find out where they ranked on the impulsiveness scale. We used a nine-point Likert scale, with 1 representing "Strongly Disagree" and 9 representing "Strongly Agree." Descriptive statistics for continuous variables and manipulation checks between subjects ANOVA are used in this study to test the proposed hypotheses. The findings of this study lend credence to the hypothesis that impulsivity among consumers and UBI are linked. It is interesting to note that, contrary to our hypothesis, the relationship between WSQ and UBI was not moderated by consumer impulsivity. Due to a lack of sufficient variance in WSQ (i.e., WSQ was positively skewed), it seems plausible that the moderating effect of impulsiveness on the WSQUBI relationship was statistically insignificant. The inclination to purchase rashly was not straightforwardly affected by shopper impulsivity. This finding is due to the strong moderating effect of impulsiveness when there are varying degrees of website quality. Consequently, there is a lot of evidence to suggest that a website's quality plays a significant role in impulsive online shopping. Both positive and negative feedback, taken as a whole, have every indication of being fundamentally amplified when customers who cooperate with a site of either high or low quality do so. More specifically, a highly impulsive customer who interacts with a good website probably has a greater propensity to make a secret purchase compared to a less impulsive customer. The directing influence of buyer haste on the connection between site quality and the desire to purchase rashly is supported by emerging evidence. The results that outcome from the impact of customer impulsivity on the longing to incautiously purchase. **Wells, J. D., V. Parboteeah, and J. S. Valacich . (2011)**

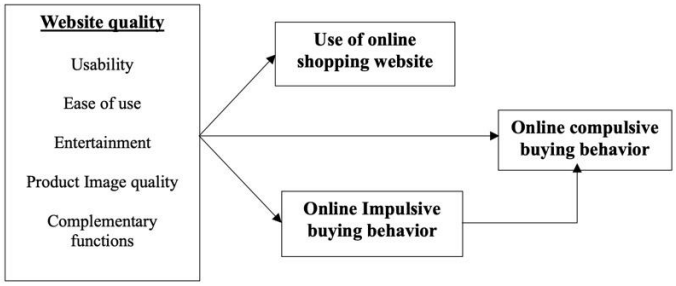
A study titled "Cues on apparel web sites that trigger impulse purchases" with variables such as buying behavior, marketing, the internet, and shopping was conducted by **Dawson, S., and Kim, M. (2010).** Prior to conducting focus groups, it was decided to search clothing websites for potential external signals for the study. The results of the focus group interviews were then used to create a suitable coding guide. The next step was to conduct a content analysis of sixty clothing websites to find out if there were any external cues that could lead to an impulsive purchase. It was decided to search clothing websites for potential external signals prior to conducting focus groups. The results of the focus group interviews were then used to create a suitable coding guide. The next step was to conduct a content analysis of sixty clothing websites to find out if there were any external cues that could lead to an impulsive purchase.

A research project titled "Website design quality and usage behavior: Unified Theory of Technology Acceptance and Use," with variables such as online behavior, dimensions of quality in website design, usage behavior, and technology acceptance. The respondents to the survey were 216 internet banking customers. Website design quality is proposed in this paper as a higher-order, multidimensional construct that conceptually outperforms existing models and can be successfully incorporated into the UTAUT model. Utilization is made of the structural model, descriptive statistics, factor analysis, validation of the website quality dimension structure, and validation of the website design quality structure. Users place the highest value on a website's technical, general content, and appearance, according to the findings. These dimensions also have a significant, both direct and indirect, relationship to usage behavior through belief constructs. Lastly, due to the interconnected nature of the dimensions of website design quality, a halo effect may affect the overall evaluation. The consequences are that moves up to the appearance plan of a site should work on the overall evaluation and lead to more conspicuous use assumption. **(K. Al-Qeisi, C. Dennis, E. Alamanos, C. Jayawardhena 2014).**

A study titled "A Measure of Web Site Quality" by **Loiacono, E. T., Watson, R. T., and Goodhue, D. L. (2002)** took into account factors such as the development of instruments, the Theory of Reasoned Action (TRA), and the Technology Acceptance Model (TAM). This paper uses interviews with visitors, designers, and successive samples of 311 Internet users to describe the process of developing and validating a website's quality. Discriminant Validity, Convergent Validity, Nomological Validity, and Predictive Validity are utilized. Our findings indicate that the final WebQual instrument has excellent measurement validity. The 36 items provide a useful and accurate evaluation of 12 aspects of a website's quality that have an impact on users' decisions to purchase from and return to a website—important practical measures of a website's worth. The study found that informational relevance to the task at hand, tailored communications, trust, response time, readability, intuitive operations, visual appeal, inventiveness, emotional appeal, consistency in presentation, online completeness, and relative advantage are 12 main factors that affect a website's performance. User and web designer interviews were carried out.

III. CONCEPTUAL FRAMEWORK

The conceptual framework for a study on the impact of website quality on online impulsive buying behavior and online compulsive buying behavior can be structured as per the factors that are considered from literature review as follows:



Use of online shopping website include four main websites which are considered in the study Amazon, Flipkart, Myntra, Meesho. The chosen factors are of importance that is related to website quality of online shopping organizations in this study are: Usability, Ease of use, Entertainment, Product image quality, Complementary functions as presented in the conceptual framework in the above figure.

Independent variable: website quality

Website quality is an important factor that influences consumer behavior. Previous research has suggested that website quality factors such as usability, ease of use, entertainment, complementary functions, and product image quality can have a significant impact on consumer behavior (Al-Qeisi et al., 2014; Chiu et al., 2014; Lee et al., 2018). Thus, Website quality is the independent variable, which includes the following factors:

a. Usability

Usability refers to the ease with which a user can achieve the desired tasks on a website. Studies have shown that an increase in usability leads to an increase in customer satisfaction, trust and loyalty, thus resulting in higher online compulsive buying behavior (Koufaris & Hampton-Sosa, 2004). A website with good usability makes it easier for the customers to find and use the products they need and also helps customers to compare different products easily and purchase the best one. It includes aspects such as website information, usefulness, secure, customized and loading.

b. Ease of use:

Ease of use refers to how easy and intuitive it is for users to access and use the features on a website. Studies have shown that a website which is easy to use leads to higher levels of customer satisfaction, thus resulting in higher online compulsive buying behavior (Dela Cruz et al., 2018). Websites with good ease of use make it easier for customers to navigate the website, find the products they need, and make their purchases quickly. It includes aspects such as the effortless to operate, quicks search, simple and easy to understand.

c. Entertainment:

Entertainment refers to the presence of interactive and engaging content on a website. Studies have shown that an increase in entertainment on a website leads to higher levels of customer engagement, thus resulting in higher online compulsive buying behavior (Nguyen, 2013). It refers to the extent to which the website provides an enjoyable and engaging experience for users and Websites with interesting and engaging content can draw customers in and make them more likely to purchase products impulsively. It includes aspects such as enjoyable and pleasing visuals, website design, creative content and interactive elements.

d. Complementary functions:

Complementary functions refer to the presence of additional features on a website which are not directly related to the purchase of products but still helps in enhancing the customer experience. Studies have shown that the presence of these functions leads to higher customer satisfaction, thus resulting in higher online compulsive buying behavior (Wang et al., 2009). It refers to the additional features and services that the website provides to enhance the user experience Complementary functions such as online transactions, easy shopping process, query contact, order tracking and estimated delivery dates can also influence the online compulsive buying behavior of customers. These functions can help customers find the products they need quickly and make their purchases more convenient.

e. Product image quality:

Product image quality refers to the quality of the product images displayed on a website. Studies have shown that an increase in product image quality leads to higher levels of customer satisfaction and trust, thus resulting in higher online compulsive buying behavior (Liang & Zhang, 2014). Websites with high-quality product images can make it easier for customers to understand the product before they make their purchase, and can make them more likely to purchase impulsively. It refers to the quality of images used to showcase products on the website. It includes aspects such as image resolution, size, clarity and appeal.

Dependent variable: online compulsive buying behavior and online impulsive buying behavior

The dependent variable is the behavior of online shoppers, which can be classified into two categories:

1. Online Impulsive Buying Behavior: This behavior refers to unplanned and spontaneous purchases made by online shoppers.
2. Online Compulsive Buying Behavior: This behavior refers to repetitive and excessive purchases made by online shoppers despite negative consequences.

All enthusiastic and rash web shopping ways of behaving have been connected to ominous results, as indicated by research studies. When a customer is exposed to a favorable stimulus, like the buying environment, OIBB develops. In any case, by controlling the boost, this conduct might be controlled. O'Guinn and Faber (1989) described OCBB as "a unique kind of activity characterized by constant purchase habits and an inability to limit additional purchases" as a result. According to certain studies, impulsive and compulsive behaviour are both displayed by obsessive purchase patterns, and impulsive behaviour in compulsive behaviour is linked to the original urge of encouragement. Some studies claim that compulsive behaviour is a more extreme form of impulsive behaviour. Additionally, compulsive behaviour was found to be riskier than impulsive behaviour and to be a source of ongoing and recurrent disappointment in self-control (O'Guinn and Faber, 1989). Because of this, impulsive buying increases consumer anxiety, which is connected to compulsive behaviour, a kind of addiction in consumers (Darrat et al., 2016).

Hypothesis

H01: There is no positive relationship between avg. online impulsive buying behavior and avg. online compulsive buying behavior.

H02: There is no significant difference between the online compulsive buying behavior with respect to gender.

H03: There is no significant difference between the online compulsive buying behavior with respect to marital status.

H04: There is no significant difference between the online compulsive buying behavior with respect to age.

H05: There is no significant difference between the online compulsive buying behavior with respect to education level.

H06: There is no significant difference between the online compulsive buying behavior with respect occupation.

H07: There is no significant difference between the online compulsive buying behavior with respect income.

H08: There is no significant difference between the online compulsive buying behavior with respect average purchases made in past one month.

H09: There is no significant difference between the online compulsive buying behavior with respect to length of online internet experience.

H010: There is no significant difference between the online compulsive buying behavior with respect to time spent online daily.

H011: There is no significant difference between the online compulsive buying behavior with respect to who influence your buying decision.

IV. RESEARCH METHODOLOGY

The study falls under the comparative category of research, in which research questions or problems compare one or more explanatory variables with the dependent variable, so the methodology section cannot be overlooked as it is considered important to apply a suitable method to achieve the research objectives. This study adopted a quantitative research methodology because the goal is to acquire an in-depth knowledge of the aspects that influence website quality of online shopping websites i.e., Amazon, Flipkart, Myntra, Meesho And its relationship with online impulsive buying behaviour and online compulsive buying behaviour.

Need of the study

online shopping has become increasingly popular in recent years, and with the COVID-19 pandemic, it has become the preferred mode of shopping for many consumers. Hence, it is important to understand the factors that influence online buying behavior. The main necessity of this study turned out to be the lack of any previous research in Andhra Pradesh, India, and this is especially important in the current digital age when more customers use online shopping and search for insight into how the quality of websites influences online impulsive and compulsive buying behaviour. The study is significant as it focuses on some of the most popular online shopping organizations, namely Amazon, Flipkart, Myntra, and Meesho. The findings of the study can help these organizations to improve their website quality and develop strategies to mitigate the impact of compulsive buying behavior.

Objectives of the study

The objectives of the study are to determining the effect of various dimensions of website quality on use of websites like Amazon, Flipkart, Myntra, and Meesho. And to determining the influence of website quality on online compulsive buying behavior and online compulsive buying behaviour in the context of online shopping organizations like Amazon, Flipkart, Myntra, and Meesho.

Problem statement

The study aims to investigate the impact of website quality on online compulsive buying behavior among online shoppers of well-known organizations such as Amazon, Flipkart, Myntra, and Meesho.

Data collection

There are many techniques of collecting data for research, including mail, the internet, databases, questionnaires, interviews, and others. There are some circumstances, however, in which a specific

information gathering methodology should be used. The collection of the data will be determined by how it will be used.

It involves collecting data through customer surveys questionnaire which is distributed to online customer who use online shopping websites i.e., Amazon, Flipkart, Myntra, Meesho. The relationship, difference, or relationship between the dependent and one or more independent variables is the subject of quantitative studies (Dewasiri et al., 2018).

Closed-ended questions with were used in the questionnaires to assess the impact and connection to the study's goals on demographics, use of online shopping websites like Amazon, Flipkart, Myntra, and Meesho, online impulsive buying behavior, and online compulsive buying behavior. The main data was recorded using a five-point Likert scale that ranged from 1 (strongly disagree) to 5 (strongly agree). Primary and secondary data gathering are separated into two categories in this section.

Primary data source

Surveys conducted in person were utilized to gather primary data from customers who make purchases on websites like Amazon, Flipkart, Myntra, and Meesho. In person questionnaires are beneficial for gathering consumer data since they allow for clarification of any incorrect interpretations of the questions presented and any empty spaces that have not been filled out. Respondents receive questionnaires, and they will be responsible for filling them out completely. Questionnaire distributed offline using customer survey questionnaire.

The convenience sampling method and non-probability sampling methods were used to collect the data. Customers who make online purchases from websites like Amazon, Flipkart, Myntra, and Meesho make up the target population. A convenience sampling method is used to select the samples, and responses. from 220 customers are collected for data collection and analysed.

Secondary data source

Secondary data is mostly gathered through books, papers, and journals. To construct survey questions and discover issues that have arisen that have resulted in major outcomes, secondary data offered useful information that is employed i.e., research articles.

Statistical tool

Information examination is led utilizing Business statistical instrument incorporate Statistical Package for Social Sciences (SPSS) variant 20. Additionally, Microsoft Excel is utilized for data analysis.

Tools of analysis

The factors will be understood via qualitative analysis. The many software programmed, and tools used for data analysis are listed below. The following tool of analysis are reliability, descriptive analysis, exploratory factor analysis, confirmative factor analysis, correlation, multiple linear regression, t- test, ANOVA.

V. DATA ANALYSIS AND INTERPRETATION

Reliability

Reliability Statistics	
Cronbach's Alpha	N of Items
.906	103

Interpretation:

From reliability statistics, the Cronbach's Alpha value of 0.906 suggests that the set of items included in the analysis demonstrates a high level of internal consistency, indicating that the items are reliable in measuring the underlying construct.

Descriptive statistics

Descriptive statistics							
	N	Minimum	Maximum	Sum	Mean	Std. Deviation	Variance
Gender	220	1	2	299	1.36	0.481	0.231
Age	220	1	4	348	1.58	0.832	0.692

Marital status	220	1	2	363	1.65	0.478	0.229
Education level	220	1	4	635	2.89	0.946	0.896
Occupation	220	1	3	390	1.77	0.614	0.377
Monthly income	220	1	5	638	2.9	1.378	1.899
Average purchases made in past one month	220	1	4	397	1.8	0.717	0.514
Length of online internet experience	220	1	4	377	1.71	0.773	0.598
Time spent online daily	220	1	5	401	1.82	0.902	0.813
Who influence your buying decision	220	1	4	461	2.1	0.847	0.717
Valid n (listwise)	220						

Interpretation:

The table displays descriptive statistics on demographic factors influencing buying decisions, including gender, age, marital status, education, occupation, monthly income, average purchases, online internet experience, and daily time spent online. The data is collected from 220 valid observations, with a minimum and maximum of 1 and 5. The mean values for all variables are 1.36, 1.58, 1.65, 2.89, 1.77, 2.90, 1.80, 1.71, 1.82, and 2.10. The standard deviation represents the spread of observations, with all variables remaining positive.

Frequencies

Gender	Male 64.1%	Female 35.9%		
Age	18-25 60.5%	26-30 24.5%	31-40 11.4%	41-45 3.6%
Marital status	Married 35.0%	Unmarried 65.0%		

Education level	High school or below	Under graduation	Graduation	Post-graduation
	7.3%	29.1%	31.4%	32.3%

Occupation	Student 32.7%	Employed 57.3%	Unemployed 10.0%

Monthly income	<10,000	10,000-20,000	20,001-30,000	30,001-40,000	>40,000
	16.4%	27.3%	30.0%	2.7%	23.6%

Average purchases made in past one month	<2 35.9%	3-5 49.1%	6-8 13.6%	>9 1.4%

Length of online internet Experience	1-3 years	4-6 years	7-9 years	>9 years
	44.5%	43.2%	8.6%	3.6%

Time Spent Online Daily	0-3	4-8	9-12	above 12
	41.4%	41.4%	14.1%	3.2%

Who influence your buying decision	family	friends	myself	Other
	30.9%	29.1%	39.5%	0.5%

Questions		**Strongly disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly agree**
	Amazon	15.0%	7.3%	3.2%	19.5%	55.0%

Iam less anxious while shopping with	**Flipkart**	11.4%	5.5%	14.5%	46.4%	22.3%
	Myntra	10.5%	5.5%	25.0%	29.5%	29.5%
	Meesho	47.3%	18.2%	20.5%	6.8%	7.3%
Iam extra impulsive when I buy	**Amazon**	10.9%	11.8%	5.9%	37.7%	33.6%
	Flipkart	8.2%	10.9%	12.3%	21.8%	46.8%
	Myntra	8.2%	14.5%	23.2%	32.3%	21.8%
	Meesho	39.1%	34.5%	13.6%	6.8%	5.9%
Which among these do you use the most	**Amazon**	8.6%	5.9%	13.2%	23.2%	49.1%
	Flipkart	8.2%	9.5%	18.6%	38.4%	25.5%
	Myntra	6.8%	10.9%	27.3%	30.0%	25.0%
	Meesho	39.5%	27.3%	16.4%	8.2%	8.6%
How frequently do you shop online on	**Amazon**	11.8%	5.9%	9.5%	35.5%	37.3%
	Flipkart	10.05	12.3%	16.4%	31.4%	30.0%
	Myntra	10.0%	11.4%	27.3%	29.1%	22.3%
	Meesho	40.5%	25.9%	17.3%	8.2%	8.2%
I like the way this website looks	**Amazon**	10.0%	8.6%	10.0%	31.8%	39.5%
	Flipkart	7.3%	10.9%	12.7%	40.9%	28.2%
	Myntra	11.4%	8.6%	24.1%	31.4%	24.5%
	Meesho	41.8%	22.3%	15.5%	11.4%	9.1%
I find the structure of this website clear	**Amazon**	10.9%	8.6%	12.7%	30.0%	37.7%
	Flipkart	13.6%	9.5%	8.6%	28.2%	40.0%
	Myntra	13.6%	14.1%	19.5%	24.5%	28.2%
	Meesho	43.2%	20.5%	16.8%	11.4%	8.2%

Questions: Usability	**Strongly disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly agree**
The website effectively provides my information desires	4.1%	10.9%	35.9%	26.4%	22.7%
The information provided on the e-commerce website is very useful	1.4%	2.7%	17.7%	48.6%	29.5%
I can interrelate with the e-commerce website to acquire information customized to my wishes	2.7%	3.6%	14.5%	40.5%	38.6%

I feel secure in my dealings on the e-commerce website	0.9%	6.4%	22.7%	29.5%	40.5%
I believe the information provided on the e-commerce website	2.3%	3.6%	20.0%	38.6%	35.5%
The e-commerce website loads speedily	1.4%	7.3%	14.1%	34.5%	42.7%
provides accurate product information	2.7%	4.5%	17.7%	40.0%	35.0%

Questions: Ease of use	**Strongly disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly agree**
Pages of the e-commerce website are very easy to understand	2.7%	6.8%	36.8%	35.5%	18.2%
The website text is simple to read	0.9%	7.3%	25.5%	48.6%	17.7%
The site is effortless to operate	0.9%	5.5%	20.5%	29.5%	43.6%
I can effortlessly become experienced in using the e-commerce website	2.7%	18.6%	35.9%	22.7%	20.0%
The search option on this website helps me to find the right information quickly	3.2%	7.7.%	21.4%	28.6%	39.1%

Questions: Entertainment	**Strongly disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly agree**
The e-commerce website is enjoyable visually	2.7%	5.9%	30.0%	35.5%	25.9%
The e-commerce website is pleasing visually	1.45%	9.1%	21.4%	41.4%	26.8%
The website design is fashionable	0.9%	7.3%	23.6%	35.0%	33.2%

The design of the e commerce website is innovative	1.8%	6.8%	25.9%	32.7%	32.7%
I feel happy when I visit the e commerce website	1.45	9.5%	26.8%	21.8%	30.5%

Questions: Complementary functions	**Strongly disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly agree**
It allows online transactions	4.1%	8.2%	29.5%	38.2%	20.0%
The shopping process is easier through the website than email fax or phone	2.35	6.45	25.5%	40.9%	25.0%
Calling through the website is easy	2.35	9.1%	21.8%	3.2%	28.6%
Easy interaction between user and website	1.8%	5.9%	20.9%	36.8%	34.5%
A standard navigations bar to track order	1.8%	7.75	27.35	33.6%	29.5%
Estimated delivery date is mentioned at check-out process	1.8%	9.5%	20.0%	39.5%	29.1%
Responsive customer service	1.8%	13.2%	24.5%	37.3%	23.2%

Questions: Product image quality	**Strongly disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly agree**
Product image is not the same as shown on website	4.1%	8.6%	29.1%	33.2%	25.0%
The colour of the product image on website do not match the colour of the product	1.4%	11.8%	25.9%	38.2%	22.7%
provides a wide variety of products image	2.3%	12.3%	23.2%	35.0%	27.3%
Product image shown on the website is appealing	1.4%	9.5%	21.4%	35.9%	31.8%
Product image shown on the website is attractive	5.5%	10.0%	26.8%	29.1%	28.6%

Questions: Online Impulsive buying behavior	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
"Instantly do it" depicts my buying process	4.1%	15.0%	25.9%	35.5%	19.5%
I frequently buy without thinking	4.1%	16.4%	20.0%	34.1%	25.5%
I buy things unplanned	2.7%	10.9%	22.7%	37.7%	25.9%
"I see the product, I buy the product" describes me	4.5%	9.5%	25.0%	30.5%	30.5%
I desire to buy in this store	5.0%	16.8%	19.5%	28.5%	30.5%
I often buy things spontaneously (suddenly)	3.6%	15.0%	19.1%	29.1%	33.2%
Because of my active lifestyle, I buy often	5.5%	10.9%	22.7%	35.0%	25.9%
I go shopping to change my mood	4.5%	12.7%	28.2%	34.5%	20.0%

Questions: Online Compulsive buying behavior	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I purchase a product that I cannot afford	7.7%	12.7%	30.9%	25.9%	22.7%
I just want to buy a product and do not worry about what I purchase	10.5%	9.5%	21.4%	40.5%	18.2%
I buy to refresh my mind	8.2%	17.3%	20.5%	30.0%	24.1%
I feel nervous or anxious on days I do not buy	9.1%	15.5%	22.3%	31.4%	21.8%
I buy and put away products without using them	8.6%	15.9%	18.6%	30.9%	25.9%

I feel a sense of guilt or regret after shopping online	8.6%	15.0%	17.7%	31.8%	26.8%
I experience a sense of excitement when shopping online	7.3%	7.3%	21.4%	24.5%	39.5%

Total responses of website quality:

Website quality of					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	amazon	75	34.1	34.1	34.1
	flipkart	76	34.5	34.5	68.6
	myntra	40	18.2	18.2	86.8
	meesho	29	13.2	13.2	100.0
	Total	220	100.0	100.0	

Interpretation:

From the above table of the statement “website quality of” for a survey of 220 respondents. Highest respondents have mentioned flipkart which is 76 frequencies with 34.5%. Amazon is second highest with 75 frequencies of 34.1%. Myntra is third with 40 frequencies of 18.2% and finally meesho with 29 frequencies of 13.2% among 220 samples of respondents.

Exploratory factor analysis:

Exploratory Factor Analysis is referred to as EFA. It is a statistical method for examining the underlying organisation of a group of variables or objects. EFA tries to pinpoint the hidden factors responsible for the observable variables' patterns of correlation. The process of factor analysis might be used to carry it out. In this process, a dataset is analysed, and the underlying variables are extracted using the extraction technique known as Principal Component Analysis (PCA). The obtained elements are rotated using the Varimax method to enhance interpretability.

Kmo and bartlett's test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.800
Bartlett's Test of Sphericity	Approx. Chi-Square	1461.936
	df	406

	Sig.	.000

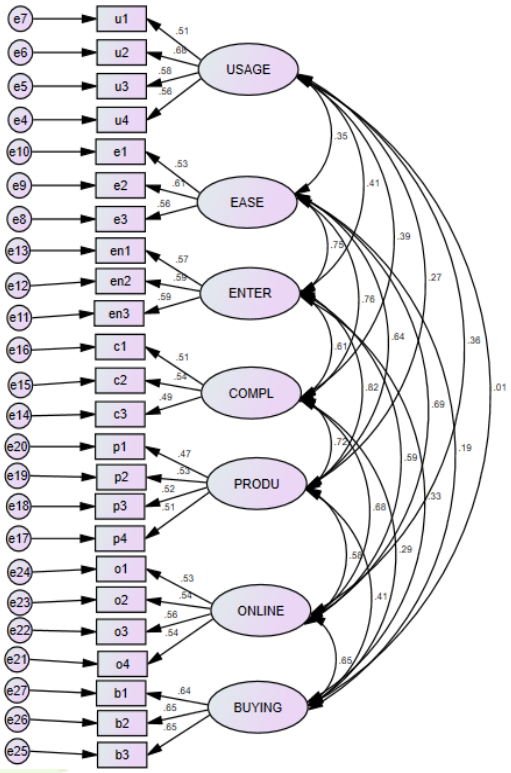
Interpretation:

From above table of KMO and Bartlett's Test we infer that The KMO value is 0.800, which is good. It indicates that the sample used for the analysis is adequate for conducting factor analysis. A KMO value above 0.7 is generally considered acceptable, suggesting that the variables in the analysis have a sufficient level of correlation to proceed with factor analysis. he Bartlett's Test statistic is approximately 1461.936. This test assesses whether the correlation matrix is significantly different from an identity matrix, indicating the presence of relationships between the variables. In this case, the obtained p-value (Sig.) is 0.000, which is less than the significance level of 0.05.

S.no	Factors	Dimensions	values
1	Perceived reliability	A (4): I feel secure in my dealings on the e-commerce website	0.705
		A (2): The information provided on the e-commerce website is very useful	0.653
		A (5): I believe the information provided on the e-commerce website	0.645
		A (7): Provides accurate product information	0.542
		A (3): I can interrelate with the e-commerce website to acquire information customized to my wishes	0.518
1	Usability	B (3): The site is effortless to operate	0.636
		B (2): The website text is simple to read	0.605
		C (5): I feel happy when I visit the e commerce website	0.569
		C (4): The design of the e commerce website is innovative	0.563
3	Aesthetic appeal	C (1): The e-commerce website is pleasing visually	0.679
		C (2): The e-commerce website is enjoyable visually	0.638
		E (4): Product image shown on the website is appealing	0.512
4	Ease of use	A (1): The website effectively provides my information desires	0.696
		B (4): I can effortlessly become experienced in using the e-commerce website	0.694
		B (5): The search option on this website helps me to find the right information quickly	0.526
5	Product image quality	E (2): The colour of the product image on website do not match the colour of the product	0.712
		E (1): Product image is not the same as shown on website	0.579
		E (3): provides a wide variety of products image	0.505
6	Customer service support	D (5): A standard navigations bar to track order	0.689
		D (7): Responsive customer service	0.676

7	Intuitive e-commerce	D (1): It allows online transactions	0.693
		B (1): Pages of the e-commerce website are very easy to understand	0.685
8	Website convenience	D (3): Calling through the website is easy	0.656
		D (2): The shopping process is easier through the website than email fax or phone	0.593
		E (5): Product image shown on the website is attractive	0.507
9	Delivery transparency	D (6): Estimated delivery date is mentioned at check-out process	0.755

Confirmatory factor analysis of website quality attributes:



Confirmatory Factor Analysis of Alternative Models

Model	χ2	Df	χ2/Df	TLI	CFI	RMSEA
Seven-Factor Model	423.415	247	1.714	0.807	0.828	0.057

Website Quality Attributes (Usability, Ease of use, Entertainment, Complementary Functions, Product Image Quality, Online Impulsive Buying

Behavior and Online Compulsive Behavior).

Interpretation:

From the above figure the significant inter-factor correlation between Usability & Ease of use at a significant level ($r = 0.35$, $p < 0.05$), Usability & Entertainment ($r = 0.41$, $p < 0.05$), Usability & Complementary Functions ($r = 0.39$, $p < 0.05$), Usability & Product Image Quality ($r = 0.27$, $p < 0.05$), Usability & Online Impulsive Buying Behavior ($r = 0.36$, $p < 0.05$) and Usability & Online Compulsive Behavior ($r = 0.01$, $p < 0.05$), Ease of use & Entertainment ($r = 0.75$, $p < 0.05$), Ease of use & Complementary Functions ($r = 0.76$, $p < 0.05$), Ease of use & Product Image Quality ($r = 0.64$, $p < 0.05$), Ease of use & Online Impulsive Buying Behavior($r = 0.19$, $p < 0.05$), Ease of use & Online Compulsive Behavior ($r = 0.23$, $p < 0.05$) and Entertainment & Complementary Functions ($r = 0.61$, $p < 0.05$), Entertainment & Product Image Quality ($r = 0.62$, $p < 0.05$), Entertainment & Online Impulsive Buying Behavior ($r = 0.59$, $p < 0.05$), Entertainment & Online Compulsive Behavior ($r = 0.33$, $p < 0.05$), Complementary Functions & Product Image Quality ($r = 0.72$, $p < 0.05$), Complementary Functions & Online Impulsive Buying Behavior ($r = 0.68$, $p < 0.05$), Complementary

Functions & Online Compulsive Behavior (r = 0.29, p < 0.05), Product Image Quality & Online Impulsive Buying Behavior (r = 0.56, p < 0.05),Product Image Quality & Online Compulsive Behavior (r = 0.41, p < 0.05) and Online Impulsive Buying Behavior & Online Compulsive Behavior (r = 0.65, p < 0.05).

Multiple regression analysis

Use of online shopping website

Model summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.486[a]	.237	.204	.484
a. Predictors: (Constant), Delivery transparency, Intuitive e-commerce, Ease of use, Customer service support, Product image quality, Aesthetic appeal, Usability, Perceived reliability, website convenience				

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	15.225	9	1.692	7.232	.000[b]
	Residual	49.120	210	.234		
	Total	64.345	219			
a. Dependent Variable: Avg of use of online shopping websites						
b. Predictors: (Constant), Delivery transparency, Intutive e-commerce, Ease of use, Customer service support, Product image quality, Aesthetic appeal, Usability, Perceived reliability, website convenience						

Interpretation:

From the above table of ANOVA, it is found that significance value is 0.000 which is less than 0.05. It means regression model is significantly influencing dependent variables avg. use of online shopping website. The F- ratio from the above table is tests whether the overall regression model is a good fit for the data. The table shows that the independent variables statistically significantly predict the dependent variable, F (9, 210) = 7.232, p < .0005 i.e., the regression model is a good fit of the data. The multiple regression equation of this model is:

Amazon

Model summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.519[a]	.269	.238	.900
a. Predictors: (Constant), Delivery transparency, Intuitive e-commerce, Ease of use, Customer service support, Product image quality, Aesthetic appeal, Usability, Perceived reliability, Website convenience				

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	62.662	9	6.962	8.595	.000[b]
	Residual	170.116	210	.810		
	Total	232.777	219			
a. Dependent Variable: Use of Online shopping Website Amazon						
b. Predictors: (Constant), Delivery transparency, Intuitive e-commerce, Ease of use, Customer service support, Product image quality, Aesthetic appeal, Usability, Perceived reliability, Website convenience						

Interpretation:

From the above table of ANOVA, it is found that significance value is 0.000 which is less than 0.05. It means regression model is significantly influencing dependent variables use of online shopping website amazon. The F- ratio from the above table is tests whether the overall regression model is a good fit for the data. The table shows that the independent variables statistically significantly predict the dependent variable, F (9, 210) = 8.595, p < .0005 i.e., the regression model is a good fit of the data. The multiple regression equation of this model is:

Flipkart

Model summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.439[a]	.193	.158	.814
a. Predictors: (Constant), Delivery transparency, Intuitive e-commerce, Ease of use, Customer service support, Product image quality, Aesthetic appeal, Usability, Perceived reliability, Website convenience				

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	33.187	9	3.687	5.569	.000[b]
	Residual	139.045	210	.662		
	Total	172.232	219			
a. Dependent Variable: Use of Online shopping Website Flipkart						
b. Predictors: (Constant), Delivery transparency, Intuitive e-commerce, Ease of use, Customer service support, Product image quality, Aesthetic appeal, Usability, Perceived reliability, Website convenience						

Interpretation:

From the above table of ANOVA, it is found that significance value is 0.000 which is less than 0.05. It means regression model is significantly influencing dependent variables use of online shopping website flipkart. The F- ratio from the above table is tests whether the overall regression model is a good fit for the data. The table shows that the independent variables statistically significantly predict the dependent variable, F (9, 210) = 5.569, p < .0005 i.e., the regression model is statistically significant and provides a better fit. The multiple regression equation of this model is:

Myntra

Model summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.349[a]	.122	.084	.747
a. Predictors: (Constant), Delivery transparency, Intuitive e-commerce, Ease of use, Customer service support, Product image quality, Aesthetic appeal, Usability, Perceived reliability, Website convenience				

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	16.268	9	1.808	3.242	.001[b]
	Residual	117.091	210	.558		
	Total	133.359	219			

a. Dependent Variable: Use of Online shopping Website Myntra
b. Predictors: (Constant), Delivery transparency, Intuitive e-commerce, Ease of use, Customer service support, Product image quality, Aesthetic appeal, Usability, Perceived reliability, Website convenience

Interpretation:

From the above table of ANOVA, it is found that significance value is 0.001 which is less than 0.05. It means regression model is significantly influencing dependent variables use of online shopping website myntra. The F- ratio from the above table is tests whether the overall regression model is a good fit for the data. The table shows that the independent variables statistically significantly predict the dependent variable, $F(9, 210) = 3.242$, $p < .0005$ i.e., the regression model as a whole is statistically significant and provides a better fit.

Meesho

Model summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.516[a]	.266	.235	.762
a. Predictors: (Constant), Delivery transparency, Intuitive e-commerce, Ease of use, Customer service support, Product image quality, Aesthetic appeal, Usability, Perceived reliability, Website convenience				

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	44.203	9	4.911	8.462	.000[b]
	Residual	121.884	210	.580		
	Total	166.086	219			
a. Dependent Variable: Use of Online shopping Website Meesho						
b. Predictors: (Constant), Delivery transparency, Intuitive e-commerce, Ease of use, Customer service support, Product image quality, Aesthetic appeal, Usability, Perceived reliability, Website convenience						

Interpretation:

From the above table of ANOVA, it is found that significance value is 0.000 which is less than 0.05. It means regression model is significantly influencing dependent variables use of online shopping website meesho. The F- ratio from the above table is tests whether the overall regression model is a good fit for the data. The table shows that the independent variables statistically significantly predict the dependent variable, $F(9, 210) = 8.462$, $p < .0005$ i.e., the regression model as a whole is statistically significant and provides a better fit.

Avg of online compulsive buying behaviour and website quality:

Model summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.434[a]	.189	.154	.788
a. Predictors: (Constant), Delivery transparency, Intuitive e-commerce, Ease of use, Customer service support, Product image quality, Aesthetic appeal, Usability, Perceived reliability, Website convenience				

ANOVA[a]					
Model	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**

1	Regression	30.310	9	3.368	5.427	.000[b]
	Residual	130.322	210	.621		
	Total	160.632	219			

a. Dependent Variable: Avg of online compulsive buying behaviour

b. Predictors: (Constant), Delivery transparency, Intuitive e-commerce, Ease of use, Customer service support, Product image quality, Aesthetic appeal, Usability, Perceived reliability, Website convenience

Interpretation:

From the above table of ANOVA, it is found that significance value is 0.000 which is less than 0.05. It means regression model is significantly influencing dependent variables avg. of online compulsive buying behaviour. The F- ratio from the above table is tests whether the overall regression model is a good fit for the data. The table shows that the independent variables statistically significantly predict the dependent variable, F (9, 210) = 5.427, p < .0005 i.e., the regression model as a whole is statistically significant and provides a better fit.

Correlation

Correlations

			Avg of online impulsive buying behaviour	Avg of online compulsive buying behaviour
Spearman's rho	Avg of online impulsive buying behaviour	Correlation Coefficient	1.000	.270**
		Sig. (2-tailed)	.	.000
		N	220	220
	Avg of online compulsive buying behaviour	Correlation Coefficient	.270**	1.000
		Sig. (2-tailed)	.000	.
		N	220	220

**. Correlation is significant at the 0.01 level (2-tailed).

Interpretation:

From correlation table, it is found that there is a significance and positive correlation between Avg of online impulsive buying behaviour and Avg of online compulsive buying behaviour with significance value 0.000 which is less than 0.05. This means that there is a statistically significant relationship between these two variables which indicates that individuals who tend to engage in impulsive buying behavior online also tend to exhibit higher levels of compulsive buying behavior online.

Hence, the null hypothesis H0 is rejected and the alternative hypothesis H1 is accepted i.e., There is a positive relationship between avg. online impulsive buying behavior and avg. online compulsive buying behavior.

T-test

Gender

Group statistics					
	gender	**N**	**Mean**	**Std. Deviation**	**Std. Error Mean**
Avg of online compulsive buying behaviour	male	141	3.46	0.874	0.074
	female	79	3.46	0.829	0.093

Independent samples test										
		Levene's Test for Equality of Variances		**t-test for Equality of Means**						
		F	**Sig.**	**t**	**df**	**Sig. (2-tailed)**	**Mean Difference**	**Std. Error Difference**	**95% Confidence Interval of the Difference**	
									Lower	**Upper**
Avg of online compulsive buying behaviour	Equal variances assumed	0.576	0.449	0.044	218	0.965	0.005	0.121	-0.232	0.243
	Equal variances not assumed			0.045	169	0.964	0.005	0.119	-0.229	0.24

Interpretation:

Above group statistics table provides descriptive statistics for the variable "Avg of online compulsive buying behaviour" based on gender. The mean values are 3.46 for male as well as female. As the significance level is 0.964 which is less than 0.05. So, H0 is accepted and H1 is rejected. Therefore, there is no significant difference in the mean scores of online compulsive buying behavior with respect to gender.

Marital status

Group statistics					
	Marital status	**N**	**Mean**	**Std. Deviation**	**Std. Error Mean**
Avg of online compulsive buying behaviour	married	77	3.57	0.751	0.086
	unmarried	143	3.4	0.905	0.076

Independent samples test									
	Levene's Test for Equality of Variances		**t-test for Equality of Means**						
	F	**Sig.**	**t**	**df**	**Sig. (2-tailed)**	**Mean Difference**	**Std. Error Difference**	**95% Confidence Interval of the Difference**	
								Lower	**Upper**

Avg of online compulsive buying behaviour	Equal variances assumed	7.899	0.005	1.431	218	0.15	0.173	0.121	-0.065	0.41
	Equal variances not assumed			1.513	182	0.13	0.173	0.114	-0.053	0.4

Interpretation:

From The Group Statistics table provides descriptive statistics for the variable "Avg of online compulsive buying behaviour" with respect to marital status. The data is divided into two groups: married and unmarried. As the significance level is 0.154 which is less than 0.05.

So, H0 is accepted and H1 is rejected. Therefore, there is no significant difference in the mean scores of online compulsive buying behavior with respect to marital status.

ANOVA

Age

ANOVA					
Avg of online compulsive buying behaviour					
	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	7.110	3	2.370	3.334	.020
Within Groups	153.522	216	.711		
Total	160.632	219			

Interpretation:

From the above descriptive table, the mean of the age groups 18-25, 26-30, 31-40,41-45 is 3.38, 3.57, 3.80, and 2.88. 31- 40 age group has highest mean and 41-25 has lowest mean on online compulsive buying behavior. An ANOVA (Analysis of Variance) test it is indicates that the significant value is 0.020 which is less than 0.05. So, H0 is rejected and H1 is accepted. Therefore, there is a significant difference between the online compulsive buying behavior with respect to age.

Educational level

ANOVA					
Avg of online compulsive buying behaviour					
	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	8.103	3	2.701	3.825	.011
Within Groups	152.529	216	.706		
Total	160.632	219			

Interpretation:

From the above descriptive table, the mean of education levels high school or below, under graduation, graduation and post-graduation is 3.31,3.20, 3.68, and 3.51. graduation has highest mean and under graduation has lowest mean on online compulsive buying behavior. From ANOVA table it is evidence that the significant value is 0.011 which is less than 0.05. So, H0 is rejected and H1 is accepted. Therefore, there is a significant difference between the online compulsive buying behavior with respect to education level.

Occupation

ANOVA					
Avg of online compulsive buying behaviour					
	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	12.604	2	6.302	9.239	.000

Within Groups	148.027	217	.682		
Total	160.632	219			

Interpretation:

From the above descriptive table, the mean of occupation student, employed and unemployed is 3.14, 3.66, and 3.36. Employed have highest mean and student have lowest mean on online compulsive buying behavior. From ANOVA table it is evidence that the significant value is 0.000 which is less than 0.05. So, H0 is rejected and H1 is accepted. Therefore, there is a significant difference between the online compulsive buying behavior with respect to occupation.

Income

ANOVA					
Avg of online compulsive buying behaviour					
	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	6.527	4	1.632	2.277	.062
Within Groups	154.105	215	.717		
Total	160.632	219			

Interpretation:

From the above descriptive table, the mean of income <10,000, 10,000-20,000, 20,001-30,000, 30,001-40,000 and >40,000 is 3.50, 3.72, 3.29, 3.33 and 3.37. 10,000-20,000 have highest mean and 20,001-30,000 have lowest mean on online compulsive buying behavior. From ANOVA table it is evidence that the significant value is 0.062 which is less than 0.05. So, H0 is rejected and H1 is accepted. Therefore, there is a significant difference between the online compulsive buying behavior with respect to income.

Average purchases made in past one month:

ANOVA					
Avg of online compulsive buying behaviour					
	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	4.282	3	1.427	1.972	.119
Within Groups	156.350	216	.724		
Total	160.632	219			

Interpretation:

From the above descriptive table, the mean <2, 3-5, 6-8 and >9 is 3.35, 3.57, 3.27 and 4.00. <9 have highest mean and 6-8 have lowest mean on online compulsive buying behavior. From ANOVA table it is evidence that the significant value is 0.119 which is less than 0.05. So, H0 is rejected and H1 is accepted. Therefore, there is a significant difference between the online compulsive buying behavior with respect to average purchases made in past one month.

Length of online internet experience:

ANOVA					
Avg of online compulsive buying behaviour					
	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	3.014	3	1.005	1.377	.251
Within Groups	157.617	216	.730		
Total	160.632	219			

Interpretation:

From the above descriptive table, the mean of 1-3,4-6,7-9 and >9 is 3.49, 3.52, 3.16 and 3.13. <9 have lowest mean and 4-6 highest mean on online compulsive buying behavior. From ANOVA table it is evidence

that the significant value is 0.251 which is less than 0.05. So, H0 is rejected and H1 is accepted. Therefore, there is a significant difference between the online compulsive buying behavior with respect to length of online internet Experience.

Time spent online daily:

ANOVA					
Avg of online compulsive buying behaviour					
	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	5.202	3	1.734	2.410	.068
Within Groups	155.430	216	.720		
Total	160.632	219			

Interpretation:

From the above descriptive table, the mean 0-3, 4-8, 9-12 and above 12 is 3.64, 3.35, 3.26 and 3.43. 0-3 have highest mean and 9-12 have lowest mean on online compulsive buying behavior. From ANOVA table it is evidence that the significant value is 0.119 which is less than 0.05. So, H0 is rejected and H1 is accepted. Therefore, there is a significant difference between the online compulsive buying behavior with respect to time spent online daily.

Who influence your buying decision:

ANOVA					
Avg of online compulsive buying behaviour					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	13.034	3	4.345	6.358	.000
Within Groups	147.598	216	.683		
Total	160.632	219			

Interpretation:

From the above descriptive table, the mean family, friends, myself and others is3.31, 3.81, 3.33 and 2.00. Friends have highest mean, and others have lowest mean on online compulsive buying behavior. From ANOVA table it is evidence that the significant value is 0.119 which is less than 0.000. So, H0 is rejected and H1 is accepted. Therefore, there is a significant difference between the online compulsive buying behavior with respect to who influence your buying decision.

VI. FINDINGS, SUGGESTIONS AND CONCLUSION

Findings

Reliability

The reliability analysis indicates that the items used in the analysis are highly consistent and reliable in measuring the underlying construct. The Cronbach's Alpha value of 0.906 suggests a high level of internal consistency among the items.

Descriptive statistics:

The descriptive statistics provide information about the demographic factors analysed which includes variables such as gender, age, marital status, education level, occupation, monthly income, average purchases made in the past month, length of online internet experience, time spent online daily, and influencers of buying decisions. Gender: Male respondents (141) are more frequent than females (79), constituting 64.1% and 35.9% respectively. Age: The "18-25" age group has the highest frequency, and the "41-45" age group has the lowest frequency, representing 3.6% of the sample. Marital Status: Unmarried respondents (143) are more frequent than married ones (77), accounting for 65.0% and 35.0% respectively. Education Level: "Post-graduation" is the most common level (71), while "High school or below" is the least frequent (16), accounting for 7.3%. Occupation: Employed respondents (126) are more frequent than unemployed ones (22), constituting 57.3% and 10.0% respectively. Monthly Income: The "20,001-30,000" income group has the highest frequency (66), and the "30,001-40,000" group has the lowest (6), accounting for 30% and 2.7% respectively. Average Purchases: "3-5" is the most common range (108), while ">9" is the least (3), representing 49.1% and 1.4%. Online Experience: "1-3 years" is the most frequent category (98), and ">9 years" is the least (8), constituting 44.5% and 3.6%. Time Spent Online: "0-3 hours" and "4-8 hours" are most common (91 each), while "Above

12 hours" is the least (7), accounting for 41.4% and 3.2%. Influencers of Buying Decision: "Myself" is the most cited influencer (87), and "Others" is the least (1), constituting 39.5% and 0.5% of respondents.

Amazon

The findings from the Amazon segment reveal distinctive consumer perceptions. A significant majority of respondents (55.0%) express a strong agreement that their shopping experience on Amazon is associated with reduced anxiety. Moreover, a substantial portion (37.7%) concurs that their shopping behavior becomes more impulsive when interacting with Amazon's platform. Almost half of the participants (49.1%) strongly believe that Amazon is their preferred choice for shopping, underlining the platform's popularity. The allure of Amazon's shopping environment is further emphasized as the highest percentage of respondents (35.5%) acknowledge frequent online shopping activities on the platform. Impressively, a significant proportion (39.5%) strongly agrees that they appreciate Amazon's visually appealing website, and a similar proportion (37.7%) finds its website structure clear and user-friendly.

Flipkart

Turning to Flipkart, the data portrays another set of distinct consumer insights. A substantial percentage (46.4%) of respondents agree that shopping on Flipkart reduces their anxiety levels. Interestingly, an equally significant percentage (46.8%) strongly attests to heightened impulsive buying tendencies on this platform. Furthermore, a substantial portion (38.4%) acknowledges that they primarily use Flipkart for their online purchases, indicating its prominence. Additionally, a noteworthy portion (31.4%) concurs that they engage in frequent online shopping on Flipkart. Impressively, a high percentage (40.9%) strongly agrees that Flipkart's website design appeals to them. Likewise, a parallel proportion (40.0%) perceives the website's structure as clear and user-friendly.

Myntra

The Myntra segment reveals a balanced set of responses. The responses concerning feelings of reduced anxiety and increased impulsive behavior during Myntra shopping experiences exhibit equilibrium. Likewise, substantial portions of respondents both agree and remain neutral about using Myntra as their primary platform. Similarly, the responses indicating frequent online shopping on Myntra and satisfaction with its website's aesthetics and structure maintain a balanced distribution.

Meesho

Contrasting with the aforementioned platforms, the Meesho responses highlight a notable trend. A substantial percentage of participants express strong disagreement across various aspects. A significant number of respondents strongly disagree that Meesho contributes to reduced shopping anxiety (less anxious: large percentage), triggers impulsive buying behavior (extra impulsive: large percentage), is their primary shopping platform (use Meesho the most: large percentage), or prompts frequent online shopping (shop online frequently: large percentage). Additionally, a large proportion strongly disagrees with Meesho's website aesthetics (like the way Meesho's website looks large percentage) and finds its website structure unclear (find Meesho's website structure clear: large percentage).

Exploratory factor analysis

S.no	Factors	Dimensions	values
1	Perceived reliability	A (4): I feel secure in my dealings on the e-commerce website	0.705
		A (2): The information provided on the e-commerce website is very useful	0.653
		A (5): I believe the information provided on the e-commerce website	0.645
		A (7): Provides accurate product information	0.542
		A (3): I can interrelate with the e-commerce website to acquire information customized to my wishes	0.518
1	Usability	B (3): The site is effortless to operate	0.636
		B (2): The website text is simple to read	0.605
		C (5): I feel happy when I visit the e commerce website	0.569
		C (4): The design of the e commerce website is innovative	0.563
3	Aesthetic appeal	C (1): The e-commerce website is pleasing visually	0.679
		C (2): The e-commerce website is enjoyable visually	0.638
		E (4): Product image shown on the website is appealing	0.512
4	Ease of use	A (1): The website effectively provides my information desires	0.696
		B (4): I can effortlessly become experienced in using the e-commerce website	0.694
		B (5): The search option on this website helps me to find the right information quickly	0.526
5	Product image quality	E (2): The colour of the product image on website do not match the colour of the product	0.712
		E (1): Product image is not the same as shown on website	0.579
		E (3): provides a wide variety of products image	0.505
6	Customer service support	D (5): A standard navigations bar to track order	0.689
		D (7): Responsive customer service	0.676
7	Intuitive e-commerce	D (1): It allows online transactions	0.693
		B (1): Pages of the e-commerce website are very easy to understand	0.685
8	Website convenience	D (3): Calling through the website is easy	0.656
		D (2): The shopping process is easier through the website than email fax or phone	0.593
		E (5): Product image shown on the website is attractive	0.507
9	Delivery transparency	D (6): Estimated delivery date is mentioned at check-out process	0.755

Confirmatory factor analysis

Factors	Inter factor correlation	Significant level
Usability	Ease of use	$r = 0.35, p < 0.05$
	Entertainment	$r = 0.41, p < 0.05$
	Complementary Functions	$r = 0.39, p < 0.05$
	Product Image Quality	$r = 0.27, p < 0.05$
	Online Impulsive Buying Behavior	$r = 0.36, p < 0.05$
	Online Compulsive Behavior	$r = 0.01, p < 0.05$
Ease of use	Entertainment	$r = 0.75, p < 0.05$
	Complementary Functions	$r = 0.76, p < 0.05$
	Product Image Quality	$r = 0.64, p < 0.05$

	Online Impulsive Buying Behavior	r= 0.19, p < 0.05
	Online Compulsive Behavior	r = 0.23, p < 0.05
Entertainment	Complementary Function	r = 0.61, p < 0.05
	Product Image Quality	r = 0.62, p < 0.05
	Online Impulsive Buying Behavior	r = 0.59, p < 0.05
	Online Compulsive Behavior	r = 0.33, p < 0.05
Complementary Functions	Product Image Quality	r = 0.72, p < 0.05
	Online Impulsive Buying Behavior	r = 0.68, p < 0.05
	Online Compulsive Behavior	r = 0.29, p < 0.05
Product Image Quality	Online Impulsive Buying Behavior	r = 0.56, p < 0.05
	Product Image Quality & Online Compulsive Behavior	r = 0.41, p < 0.05
Online Impulsive Buying Behavior	Online Compulsive Behavior	r = 0.65, p < 0.05

Correlation

There is a significant and positive correlation between average online impulsive buying behavior and average online compulsive buying behavior. This suggests that individuals who exhibit impulsive buying behavior online are also likely to display higher levels of compulsive buying behavior online.

Multiple linear Regression equation

Amazon

The multiple regression equation for predicting the use of the online shopping website Amazon is provided as follows: Y (Use of Online shopping Website Amazon) = 1.726 - 0.316(Perceived reliability) + 0.415(Usability) + 0.459(Aesthetic appeal) - 0.100(Ease of use) + 4.063E-005(Product image quality) - 0.012(Customer service support) + 0.069(Intuitive e-commerce) + 0.034(Website convenience) + 0.028(Delivery transparency)

Flipkart

The multiple regression equation for predicting the use of the online shopping website flipkart is provided as follows: Y (Use of Online shopping Website Flipkart) = 1.967 - 0.171(Perceived reliability) + 0.382(Usability) + 0.235(Aesthetic appeal) - 0.165(Ease of use) + 0.154(Product image quality) + 0.088(Customer service support) - 0.009(Intuitive e-commerce) - 0.008(Website convenience) - 0.024(Delivery transparency)

Myntra

The multiple regression equation for predicting the use of the online shopping website myntra is provided as follows: Y (Use of Online shopping Website Myntra) = 2.302 - 0.105(Perceived reliability) + 0.036(Usability) + 0.130(Aesthetic appeal) - 0.004(Ease of use) - 0.143(Product image quality) + 0.121(Customer service support) - 0.037(Intuitive e-commerce) + 0.173(Website convenience) + 0.131(Delivery transparency)

Meesho

The multiple regression equation for predicting the use of the online shopping website meesho is provided as follows: Y (Use of Online shopping Website Meesho) = 2.855 + 0.257(Perceived reliability) - 0.166(Usability) - 0.384(Aesthetic appeal) + 0.262(Ease of use) - 0.040(Product image quality) + 0.102(Customer service support) - 0.061(Intuitive e-commerce) - 0.172(Website convenience) + 0.025(Delivery transparency)

Online compulsive buying behaviour

The multiple regression equation for predicting the Online compulsive buying behaviour provided as follows: Y (Avg of online compulsive buying behavior) = 2.588 + (0.196 * Perceived reliability) - (0.077 * Usability) + (0.172 * Aesthetic appeal) - (0.362 * Ease of use) + (0.042 * Product image quality) + (0.057 * Customer service support) - (0.049 * Intuitive e-commerce) + (0.263 * Website convenience) - (0.021 * Delivery transparency).

T-test

Gender does not have a significant effect on the mean scores of online compulsive buying behavior. There is no significant difference in the online compulsive buying behavior between males and females. Marital status

does not have a significant effect on the mean scores of online compulsive buying behavior. There is no significant difference in the online compulsive buying behavior between married and unmarried individuals.

ANOVA

Age has a significant effect on online compulsive buying behavior. The 31-40 age group has the highest mean score, indicating a higher level of online compulsive buying behavior, while the 41-45 age group has the lowest mean score. Education level has a significant effect on online compulsive buying behavior. The graduation level has the highest mean score, indicating a higher level of online compulsive buying behavior, while the under-graduation level has the lowest mean score. Occupation has a significant effect on online compulsive buying behavior. Employed individuals have the highest mean score, indicating a higher level of online compulsive buying behavior, while students have the lowest mean score. The study found significant differences in online compulsive buying behavior based on income and influencers of buying decisions. The highest mean score was observed in the 10,000-20,000-income group, while the lowest was in the 20,001-30,000 income group. The alternative hypothesis (H1) was accepted, indicating a significant difference in online compulsive buying behavior. Average purchases made in the past one month do not have a significant effect on online compulsive buying behavior. There is no significant difference in online compulsive buying behavior based on the average number of purchases made. The length of online internet experience does not have a significant effect on online compulsive buying behavior. There is no significant difference in online compulsive buying behavior based on the length of internet experience. The findings provide evidence that the time spent online daily has a significant impact on online compulsive buying behavior. Specifically, individuals who spend fewer hours online tend to exhibit a higher level of online compulsive buying behavior compared to those who spend more time online. Online compulsive buying behavior scores vary based on influencers, with friends having the highest mean score and others having the lowest. The ANOVA test shows a significant difference in online compulsive buying behavior, indicating indicates that there is a significant difference in online compulsive buying behavior based on the influencers of buying decisions.

Suggestions

Marketing strategies should be tailored to target both male and female consumers. Although the survey had a higher frequency of male respondents, it is important to consider the preferences and behaviors of female consumers as well. This can help in designing effective marketing campaigns that appeal to a wider audience. Considering the higher frequency of respondents in the younger age groups (18-25 and 26-30), it is crucial for businesses to focus on understanding and catering to the needs and preferences of these age segments. This may involve incorporating more youth-oriented marketing strategies, leveraging social media platforms, and offering products or services that align with their interests. With a significant number of unmarried respondents, businesses can develop targeted marketing campaigns that resonate with this demographic. Understanding their specific needs, desires, and consumption patterns can help in tailoring products, services, and promotional strategies to better engage unmarried individuals. Despite the higher frequency of post-graduation respondents, businesses should not overlook consumers with lower educational backgrounds. It is important to consider the preferences and behaviors of individuals with high school or below and under graduation education levels. This may involve simplifying communication, providing educational content, and offering products or services that cater to their specific needs. Pay attention to website design and quality to enhance the user experience. Focus on factors such as perceived reliability, usability, aesthetic appeal, ease of use, customer service support, intuitive e-commerce, website convenience, and delivery transparency. These factors have been identified as important drivers of online shopping website usage. Improving these aspects can lead to increased customer satisfaction and engagement. And Improvements in these areas can positively impact online compulsive buying behavior.

Acknowledge that Amazon users tend to feel less anxious while shopping, exhibit impulsive behavior, and prefer Amazon over other platforms. Capitalize on these findings by promoting the ease and convenience of shopping on Amazon and highlighting special offers and deals to encourage impulsive buying behavior. Recognize that Flipkart users also feel less anxious while shopping, display impulsive behavior, and find the website appealing and user-friendly. Emphasize these aspects in marketing efforts and continue to improve the website structure and design to attract and retain customers. Although responses for Myntra were relatively balanced, focus on creating a visually appealing and user-friendly website. Consider implementing personalized recommendations and offers to enhance the overall shopping experience and encourage customer loyalty.

Address the negative responses regarding Meesho's website by improving its design, functionality, and perceived reliability. Highlight customer testimonials, product quality, and customer service support to build trust and credibility. Acknowledge the significant effects of age, education level, and occupation on online

compulsive buying behavior. Tailor marketing strategies and website features to align with the preferences and needs of different age groups, educational backgrounds, and occupational segments. While no significant differences were found based on gender and marital status regarding online compulsive buying behavior, it is essential to continue monitoring and analyzing these variables in future research. Target marketing efforts towards specific gender and marital status preferences, if applicable. Although average purchases made in the past month and length of online internet experience did not show significant effects on online compulsive buying behavior, continue to monitor these variables and consider their influence on customer behavior in future research.

Limitations of the study

This study centers its investigation exclusively on web-based retail platforms, namely Amazon, Flipkart, Myntra, and Meesho, omitting consideration of alternative forms of online stores. The scope of the study deliberately confines its exploration to these prominent entities within the online shopping landscape, thereby excluding other potential types of online retail establishments. This focused approach aims to gain a deeper understanding of the dynamics within this subset of web-based shopping organizations.

It's important to acknowledge that the study's geographical scope is limited to a specific region in India. Consequently, the findings and conclusions drawn from this research may possess constraints in terms of their generalizability to different countries or international contexts. The unique cultural, economic, and social nuances of each country could potentially influence online shopping behaviors in ways distinct from those observed within the studied region in India. One crucial aspect of this study pertains to its methodology, wherein self-reported data from online shoppers served as the primary information source. While this approach offers insights directly from the participants, it does introduce the potential for personal biases and subjectivity to influence the data. Individual interpretations, recall accuracy, and response tendencies may impact the accuracy and objectivity of the gathered information. It's important to consider these limitations when interpreting and drawing implications from the study's outcomes.

Conclusion

Realizing the steep increase in online buying trend, the present study has explored the role of website quality in triggering online impulsive buying behaviour. The main aim was to analyse the above-stated relationship between website quality and online compulsive buying behaviour. The proposed theoretical model was well supported empirically in terms of the major driver, website quality, and the role of online shopping websites, and online compulsive buying behaviour. Businesses should recognize the importance of targeting both male and female consumers, as the survey showed a higher frequency of male respondents but highlighted the need to consider the preferences and behaviors of female consumers as well.

By implementing these suggestions, businesses can better understand their target audience, refine their marketing strategies, and provide a positive and responsible online shopping experience. Furthermore, while post-graduation respondents had the highest frequency, businesses should not overlook consumers with lower educational backgrounds. Simplified communication, educational content, and products/services tailored to their needs can help engage this segment effectively. Organizations should continuously assess and enhance their website quality to meet consumer expectations and drive online compulsive buying behavior. Regularly updating and optimizing website features, providing reliable and efficient customer service, and ensuring a seamless user experience can contribute to increased engagement and conversion rates. As online shopping expands beyond websites, organizations should also focus on providing seamless experiences across different platforms, including mobile apps and social media channels. Consistency in user experience across platforms can contribute to higher customer engagement and satisfaction.

The findings also indicate that employed individuals exhibit higher levels of online compulsive buying behavior. This highlights the opportunity for businesses to target this segment through personalized recommendations, exclusive deals, and financial literacy programs to promote responsible spending habits. It is important for businesses to continuously adapt and evolve their approaches based on customer feedback and market trends to stay competitive in the dynamic online retail landscape. Finally, the significance of demographic factors such as age, education level, and occupation should be considered in developing targeted marketing strategies and tailoring product offerings. Creating specific product lines, offering relevant discounts or promotions, and providing personalized recommendations can enhance customer engagement and satisfaction. Overall, businesses can use these findings to better understand their target audience, develop targeted marketing strategies, and optimize their online platforms to enhance the customer experience and drive online compulsive buying behavior in a positive and responsible manner. While online shopping offers convenience and a wide range of choices, organizations should promote responsible buying behavior. This can

be achieved by providing educational resources, setting purchase limits, and encouraging thoughtful decision-making to avoid impulsive or compulsive buying tendencies.

Future Research

The study opens avenues for further research to explore additional variables and factors that may impact online compulsive buying behavior. Although gender and marital status did not significantly affect online compulsive purchase behaviour, it is important to keep tracking and examining these factors in future study. If applicable, focus marketing efforts on certain gender and marital status preferences. Although average purchases made in the previous month and the amount of time spent online did not significantly affect compulsive buying online, these variables should still be watched and their impact on consumer behaviour considered in future studies. Conducting more in-depth studies with larger sample sizes, diverse populations, and including other online shopping organizations can provide a more comprehensive understanding of consumer behavior in the context of website quality and compulsive buying tendencies.

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